

### ***STOP! Is Realizing Its October 2004 Goals:***

The STOP! Initiative is delivering on its promises. It has brought new forms of federal assistance to American companies across the country, increased law enforcement resources to stop pirates and counterfeiters, and developed an international law enforcement network to increase criminal enforcement abroad. STOP! has also resulted with the endorsement of our initiatives in numerous multilateral forums to address issues ranging from improved enforcement to public awareness to commercial supply chain integrity. Accomplishments include:

#### **Empowering America's Innovators to Secure and Enforce Their Rights at Home and Abroad**

- Provided new federal services and assistances to U.S. companies by:
  - Establishing a hotline (1-866-999-HALT) to counsel businesses on how to protect their IP at home and abroad. Incoming calls are fielded by specialized attorneys who work with callers on how best to resolve problems.
  - Developing IPR resources, including a website ([www.stopfakes.gov](http://www.stopfakes.gov)) and brochure, to provide information and guidance to right holders on how to register and protect their IP in markets around the world.
  - Creating "IP toolkits" to guide businesses through securing and enforcing their rights in key markets around the world. Available at the [www.stopfakes.gov](http://www.stopfakes.gov) website, toolkits for China, Russia, Mexico, Korea and Taiwan are downloadable.
- Conducted extensive education campaigns across the country to teach small and medium sized enterprises how to secure and protect their rights and where to turn for federal resources and assistance.
  - Seminars and training have occurred in Arizona, California, Florida, Illinois, Indiana Iowa, Maryland, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Texas, Utah and Washington DC. More are planned throughout 2006.
- Trained U.S. embassy personnel to be effective first responders to IPR issues in order to identify problems abroad and assist rights holders before fakes enter the market and/or supply chain.
- Strengthened enforcement capacity by making it easier for right holders to record their trademarks and copyrights with Customs. Created a web-based resource explaining the recordation process and providing rights holders with an online recordation application.

#### **Building International Support and Rules to Block Bogus Goods**

- Commissioned a study by the Organization for Economic Cooperation and Development on the impact of global counterfeiting and piracy.

- Conducted initial outreach to Canada, the European Commission, France, Germany, Hong Kong, Japan, Korea, Mexico, Singapore and the United Kingdom laying the basis for increasing cooperation on IP enforcement. Outreach to other like-minded countries is underway.
- Facilitated the transfer of IP criminals to justice in America by revising and modernizing mutual legal assistance treaties and extradition treaties with Finland, Sweden, Belgium, Spain, the UK and Luxembourg. Additional treaties are under negotiation.

### **Keeping Fakes Out of Global Supply Chains**

- Conducted post-entry audits to identify companies vulnerable to IP violations and worked with them to correct their faulty business practices.
- Worked closely with the Coalition Against Counterfeit and Piracy, a U.S. Chamber of Commerce and National Association of Manufacturers led association, on the “No Trade in Fakes” program to develop voluntary guidelines companies can use to ensure their supply and distribution chains are free of counterfeits.

### **Stopping Trade in Fakes at America’s Borders**

- Cast a wider, tighter net on counterfeit and pirated goods entering the U.S. by implementing new risk assessment methodologies to zero-in on imports of counterfeit and pirated goods, and stop them at our borders.
- Seized tens of millions of dollars of counterfeit and pirated products, preventing entry of these items into the U.S. market.

### **Dismantling Criminal Enterprises that Steal Intellectual Property**

- Pursued numerous operations targeting criminal organizations involved in online piracy and trafficking in counterfeit goods. Indicted the four leaders of one of the largest counterfeit goods operations ever uncovered in New England – broke up a scheme to sell more than 30,000 luxury goods -- including handbags, wallets, sunglasses, coats, shoes, and necklaces, and found the materials to manufacture at least 20,000 more counterfeit items.
- Led Operation Site Down, an international online piracy investigation involving more than 90 searches in twelve countries. Such cases have led to numerous arrests and convictions around the globe, seizure of millions of dollars worth of pirated products and the dismantling of criminal operations.
- Led Operation Ocean Crossing, a joint U.S. and Chinese law enforcement action that disrupted an organization trafficking in counterfeit pharmaceuticals. The action resulted in arrests in China and the U.S. and the capture of hundreds of thousands of fake pharmaceuticals.

- Executed measures to maximize law enforcement's ability to pursue perpetrators of IPR crimes. For example, increased from 5 to 18 the total number of Computer Hacking and Intellectual Property Units in U.S. Attorneys' Offices across the country. This increased to 229 (one in each federal district) the number of specially trained prosecutors available to focus on IP and high-tech crimes.

#### **Reaching Out to Trading Partners and Building International Support to Block Bogus Goods**

- Obtained endorsement of increased protection for IP in multilateral forums such as the G-8 and Asia-Pacific Economic Cooperation forum, and bilateral venues with the European Union and China.
- Aggressively prosecuted organized groups that steal and illegally distribute IP around the globe. More efforts are ongoing.
- Targeted for action criminal organizations involved in importing goods.

#### **Educating Governments and the Public about Intellectual Property Rights**

- Conducted numerous training and capacity building programs working with foreign judges and law enforcement officials from around the world to improve criminal and civil IPR protection. Such technical assistance programs have been delivered both in the U.S. and in countries throughout the world.
- Educated America's youth about the importance of protecting IP. High school students heard directly from both the creators of intellectual property and the law enforcement officials who protect copyrighted works.

#### ***STOP! Background:***

A major administration initiative, STOP! was announced in October 2004, at a joint press conference with Attorney General Ashcroft, Commerce Secretary Evans, Ambassador Zoellick and Under-Secretary of Homeland Security Asa Hutchinson. STOP! was created to better coordinate the federal agencies charged with IP enforcement and increase efforts to protect IP at home and abroad.

Nine federal agencies are actively engaged in the STOP! initiative, including USTR, the Departments of Commerce (along with the U.S. Patent and Trademark Office), Homeland Security (both Customs and Border Protection, and Immigration and Customs Enforcement), Justice, State, and the Food and Drug Administration. A recent addition to the STOP! team has been the "Coordinator of International Intellectual Property Enforcement" who has taken a central role implementing the initiative and ensuring seamless execution of U.S. enforcement action.

STOP! has proven largely effective because of its clear and focused mandate. It also benefits from leadership by the White House and oversight by the National Security Council that guides agency actions through regularly held interagency meetings attended by senior level officials.

STOP! is a team effort. Since October 2004, participating STOP! agencies have been coordinating amongst each other, working with the private sector, reaching out to stakeholders and taking comprehensive actions to realizing last year's goals.